

Amendments to the Claims

Below is a list of current claims with status identifiers.

1. (Currently Amended): A fuel dispenser advertising system, comprising:
one or more fuel dispensers operable to dispense fuel;
a display subassembly associated with each of said one or more fuel dispensers for presenting advertising information to a customer; ~~[[and]]~~
5 a master interface system for storing advertising information and for transmitting said stored advertising information to each said display subassembly[[.]] by executing predetermined programming of said advertising information; and
wherein said master interface system logs in to a central office system to download updates of said advertising information and synchronize transmitting of said stored advertising with
10 synchronizing information received from the central office system such that distribution of said advertising information at the location of said master interface system can be synchronized with delivery of similar advertising information at other remote locations.
2. (Currently Amended): The system of Claim 1, wherein each said display subassembly comprises an electronic display for presenting said advertising information to said customer, said information comprising audio and video information.
3. (Original): The system of Claim 2, wherein said display is a liquid crystal display (LCD).
4. (Currently Amended): The system of Claim 3, wherein said LCD has enhanced brightness during light ambient conditions which allows said customer to more easily view said displayed advertising information.
5. (Currently Amended): The system of Claim 1, wherein said master interface system transmits said advertising information wirelessly to each said display subassembly.

AMENDMENT AND RESPONSE

S/N 09/684,762

Atty. Dkt. No. BLBV-25,378

6. (Canceled)

7. (Currently Amended): The system of Claim 1, wherein said central office downloads only said advertising information which is different than said advertising information already stored on said master interface system is downloaded from said central office.

8. (Currently Amended): The system of Claim 1, wherein said master interface system is located proximate substantially adjacent to said one or more fuel dispensers.

9. (Original): The system of Claim 1, wherein said master interface system is physically mated to one of said one or more fuel dispensers.

10. (Original): The system of Claim 1, wherein said master interface system executes programming according to a programmed schedule.

11. (Currently Amended): The system of Claim 1, wherein said master interface system presents emergency broadcast and local public service announcements to said customer.

12. (Original): The system of Claim 1, wherein said display subassembly is operable to present said information when a sensor is triggered in response to the arrival of said customer at a select one of said one or more fuel dispensers.

13. (Original): The system of Claim 1, wherein said display subassembly is operable to automatically adjust the brightness of an electronic display of said display subassembly in accordance with ambient light conditions.

14. (Original): The system of Claim 1, wherein said display subassembly is operatively connected to a video camera which focuses on the demeanor of said customer during presentation of said information.

AMENDMENT AND RESPONSE

S/N 09/684,762

Atty. Dkt. No. BLBV-25,378

4

15. (Original): The system of Claim 1, wherein said display subassembly comprises a coupon dispenser for dispensing coupons to said customer in response to a promotional program.

AMENDMENT AND RESPONSE
S/N 09/684,762
Atty. Dkt. No. BLBV-25,378